

Concentrates in Bulgaria

Market Direction | 2024-11-18 | 29 pages | Euromonitor

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Report description:

Concentrates in Bulgaria remained under pressure from other non-alcoholic drinks types, such as flavoured bottled water, juice, RTD tea and carbonates in 2024. Consumers typically perceive the products in the category as packed with sweeteners and sugar and not very healthy. Concentrates continued to lose appeal, and being considered an old-fashioned category in a dynamically developing industry.

Euromonitor International's Concentrates in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Concentrates market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International
November 2024

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